



State of Wisconsin
2025 - 2026 LEGISLATURE

LRB-1803/P2

JAM:cdc

DOA:.....Hutter, BB0455 - Truth-in-labeling in dairy products

FOR 2025-2027 BUDGET -- NOT READY FOR INTRODUCTION

AN ACT ...; relating to: the budget.

Analysis by the Legislative Reference Bureau

AGRICULTURE

Labeling a food product as a type of dairy product or dairy ingredient

Under this bill, no person may label a food product as, or sell or offer for sale a food product that is labeled as, a type of dairy product or a dairy ingredient unless the food product is a dairy product or dairy ingredient that is or is derived from cow's milk, hooved or camelid mammal's milk, or a dairy product that meets certain specifications under federal law. The bill also requires DATCP to promulgate rules to implement the bill's prohibitions.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 97.265 of the statutes is created to read:

97.265 Labeling food as a type of dairy product. (1) DAIRY PRODUCTS.

No person may label a food product as, or sell or offer for sale a food product that is labeled as, a type of dairy product described in s. 97.20 (1) (b) 3. to 5. or a similar term unless the food product is a dairy product, as defined in s. 97.20 (1) (b).

(2) DAIRY INGREDIENTS. No person may label a food product as, or sell or offer for sale a food product that is labeled as, a type of dairy ingredient unless the food product is derived from at least one of the following:

(a) Milk, lowfat milk, skim milk, or nonfat dry milk.

BILL

SECTION 1

(b) A product described in [21 CFR 131.110](#) to [131.147](#).

(c) Hooved or camelid mammals' milk, as defined in s. 97.20 (1) (fm).

(3) RULES. The department shall promulgate rules to implement this section.

(END)